

**WHAT IS CLAIMED IS:**

1. A display fixture, comprising:  
a plurality of frame members cooperating to define a plurality of display areas; and  
at least one shelf disposed in at least one of the display areas, the shelf comprising:  
a base member;  
a retaining member engageable with the base member, the retaining member having a plurality of notches formed in a first wall thereof, and a plurality of notches formed in a second wall thereof; and  
a plurality of substantially linear dividers spanning between and engaging the first and second walls of the retaining member via disposal of the dividers within corresponding notches defined in the first and second walls, wherein the dividers are movable to various of the plurality of notches.
2. The display fixture of claim 1 wherein the plurality of frame members comprises a first frame member spaced from and extending substantially parallel with a second frame member, the first and second frame members being connected via a plurality of frame connectors.
3. The display fixture of claim 2 wherein the plurality of frame members further comprises a third frame member spaced from and extending substantially parallel with a fourth frame member, the third and fourth frame members connected to the second frame member and extending substantially perpendicular therefrom.
4. The display fixture of claim 3 wherein the display areas are defined between the first and second frame members and between the third and fourth frame members.
5. The display fixture of claim 1 wherein the base member of the shelf comprises a perimeter member and a plurality of holding members extending from a first portion of the perimeter member to a second portion of the perimeter member.

6. The display fixture of claim 5 wherein the base member further comprises first and second hook supports each connected to and extending transversely with the holding members, the hook supports each having a pair of hooks at the distal ends thereof.

7. The display fixture of claim 6 wherein the retaining member comprises a first pair of connector members and a second pair of connector members, the first pair of connector members being adapted to engage with the first hook support and the second pair of connector members being adapted to engage with the second hook support.

8. The display fixture of claim 7 wherein the first pair of connector members each comprise a generally L-shaped slot formed therein.

9. The display fixture of claim 8 wherein the first pair of connector members engage the first hook support via the slot defined in each of the first pair of connector members.

10. The display fixture of claim 7 wherein the second pair of connector members each comprise a generally linear slot formed therein.

11. The display fixture of claim 10 wherein the second pair of connector members engage the second hook support via the slot defined in each of the second pair of connector members.

12. The display fixture of claim 1 wherein the dividers comprise a pair of grooved portions for engaging the first and second walls.

13. The display fixture of claim 12 wherein the dividers are generally circular in cross-section.

14. The display fixture of claim 13 wherein the notches are generally U-shaped to receive the dividers.

15. The display fixture of claim 1 wherein the retaining member further comprises a storage slot formed in the first wall of the retaining member, and a storage slot formed in the second wall of the retaining member, wherein the storage slots cooperate to receive and store the dividers.

16. The display fixture of claim 15 wherein the retaining member further comprises a generally C-shaped slot formed in the first wall, and a generally C-shaped slot formed in the second wall, wherein the C-shaped slots are in communication with the corresponding storage slots.

17. A display fixture, comprising a pair of frame members, and a shelf disposed between the frame members, the shelf having means for receiving a plurality of substantially linear, movable dividers, and means for storing the plurality of substantially linear, movable dividers.

18. The display fixture of claim 17 further comprising means for removing the dividers stored by the shelf.

19. A shelf for displaying merchandise, comprising:  
a base member;  
a retaining member engageable with the base member, the retaining member comprising a first wall and a second wall spaced from the first wall, the first and second walls having a plurality of corresponding notches formed therein and a pair of corresponding storage slots formed therein; and  
a plurality of dividers, at least one divider being adapted for disposal in corresponding notches in the first and second walls, and at least one divider being adapted for storage within the corresponding storage slots in the first and second walls.

20. The shelf of claim 19 wherein the first and second walls of the retaining member each include a C-shaped slot formed therein, the C-shaped slots being in communication with the corresponding storage slots.

21. The shelf of claim 19 wherein the base member comprises a pair of hook supports.

22. The shelf of claim 21 wherein the retaining member further comprises a plurality of connecting members, the connecting members being adapted to engage with the hook supports.

23. A shelf for displaying merchandise, comprising means for receiving a plurality of substantially linear, movable dividers, and means for storing at least one of the plurality of substantially linear, movable dividers.

24. The shelf of claim 23 further comprising means for removing the dividers stored by the shelf.

25. A display fixture, comprising:  
two spaced, generally vertically-extending frame members, each frame member having a plurality of generally horizontally-extending support rods;  
a shelf disposed between the frame members, the shelf having two hooks extending toward each frame member, wherein one of the hooks extending toward each frame member engages one pair of corresponding support rods and the other hook extending toward each frame member engages another pair of corresponding support rods; and  
rod-like dividers disposed on the shelf and movable along the shelf to define product display channels of adjustable size.

26. The display fixture of claim 25 wherein the one pair of corresponding support

rods is vertically-spaced from the another pair of corresponding support rods.

27. The display fixture of claim 25 wherein the shelf further comprises a base for supporting product, and a retaining member disposed above the base, the retaining member having a first wall and a second wall wherein each wall defines a plurality of aligned notches for receiving the rod-like dividers.

28. The display fixture of claim 27 wherein the first and second walls of the retaining member further define at least one pair of corresponding slots for storing dividers not disposed within the plurality of notches.

29. A method for displaying goods on a shelf, comprising providing a shelf having a base member and a retaining member, the retaining member being engageable with the base member and having a plurality of notches formed therein, providing at least one substantially linear divider associated with the shelf, disposing goods on the base member, and disposing the at least one substantially linear divider in corresponding notches formed in the retaining member, thereby dividing goods disposed on the base member.

30. The method of claim 29 further comprising providing additional substantially linear dividers and storing the additional substantially linear dividers via the shelf.